

The Client

American Eagle is the largest regional airline in the world operating more than 1800 daily departures to over 160 destinations

Number of Employees

More than 13,000 worldwide

"HRsmart always provided solutions to meet our unique needs."

- Roger Basamian
Manager of Recruitment
American Eagle

Flexible ATS a Perfect Match for American Eagle



The Challenge

American Eagle is the largest regional airline in the world operating more than 1800 daily departures to more than 160 destinations with nearly 13,000 employees. Hiring managers are spread out throughout the Eagle system with their main hubs located in Chicago, Dallas/Fort Worth, Los Angeles, Miami, New York LaGuardia and San Juan. With hiring managers dispersed throughout numerous locations, easy access to completed candidate applications—resumes are not accepted—is essential.

For two years, American Eagle was content with a service developed by a third-party, in which airline pilots purchased a membership allowing

them to complete a pilot's application online. Airlines partners who were hiring pilots could visit the website to search for candidates. Because the original intent of the website was to help pilots searching for jobs, it didn't have all of the functionality needed to assist in recruiting for other areas of the company. Because American Eagle was a dedicated user of the system, the company began making concessions and tweaked the application so it could be used for other work groups.

Eventually American Eagle outgrew the system. The need for a more robust applicant tracking system became a priority.

The Solution

In early 2005, American Eagle went on the hunt for a true ATS vendor. They set out to find a company who could meet the pre-defined requirements, which included:

- ▶ Hosting its full online application, developed specifically for American Eagle
- ▶ Providing a complete integration with its preferred background check vendor – allowing key candidate information to be 'stripped' off the application and sent directly to the vendor
- ▶ Completing a two-way integration with its HRIS and medical department
- ▶ Delivering an easy-to-use system that met all requirements cost-effectively
- ▶ Performing a seamless delivery of the personality assessments by its vendor of choice

A full evaluation of five vendors became short-listed to two final vendors—one being HRsmart. HRsmart met each of these mandates and had a staff that American Eagle trusted. "The integrity of HRsmart sales and client services organizations made us feel comfortable in selecting them as our business partner," said Roger Barsamian, Manager of Recruitment for American Eagle. "Their approach to winning our business was straight forward and during the process, they provided easy access to their staff to answer our questions."

The Result

The implementation of ATsmart went quickly. The time lapse between the kick-off call and the American Eagle solution "going live" was shorter than expected and has exceeded expectations. There have been many unique configurations because of the way American Eagle sources candidates—with applications rather than resumes. HRsmart handled each request quickly. Barsamian added, "If the configuration was not feasible or proved too costly, HRsmart always provided solutions to meet our unique needs."

The biggest challenge with the system has been user adoption by the hiring managers in the field in moving them from a paper-based system to one of automation. The process for educating them is ongoing.

Because of the full-blown ATS, American Eagle has been able to reduce its time to hire. American Eagle is happy with its decision to partner with HRsmart and continues to be engaged with them as new needs or requirements develop.

